

SELLING points

November 2010 Vol. 11, No. 5

MONTHLY RETAILER NEWS LETTER

Give a little jingle!
Instant Games make great holiday gifts!



18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: Millionaire Raffle creates two new millionaires this month!

Dear Lottery Retailers:

As a lottery partner you, like I, have many reasons to be thankful this month. Your hard work promoting the **Millionaire Raffle** will soon result in 734 happy winners. Be sure to continue asking customers if they would like to purchase a **Millionaire Raffle** ticket. Who knows; their raffle purchase may result in your earning a \$10,000 retailer commission. The final day of raffle sales is November 15th and the drawing will be held on November 16th. Players will be coming to you for the final drawing results, and we want to thank you in advance for assisting them. The excellent customer service you provide your players is much appreciated and a major factor in our success.

I'm looking forward to personally thanking many of you this month at retailer rallies around South Carolina. The theme this year is "A SCEL-ebriation for Education," with you as our honored guests. Come join us! This should be a wonderful time of fellowship.

Not only will we be celebrating the partnership we share, but we will also celebrate the results of our joint efforts. Students across the state are thankful for the educational opportunities you provide through your diligence and enthusiasm in selling lottery products. Since 2002, the revenue you have generated has provided more than 820,000 scholarships and grants through academic year 2009-10. Grade school classrooms have received funding for English, math, science and social studies instruction, as well as technological resources and school buses. These are tremendous accomplishments!

You are helping to make a positive difference in your hometown and in the lives of your neighbors. I know when I sit at my Thanksgiving table this year, I will be thankful for our partnership and the positive impact our partnership has made on the great State of South Carolina. Your support gives me reason to be thankful. I hope you will be proud and thankful as well. Happy Thanksgiving!

Sincerely,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing/Extra Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



RETAILER SPOTLIGHT

KELLETT'S KORNER Mauldin, SC

By Terry Gist, Upstate MSR

Established in 1953, **Kellett's Korner** is one of **Mauldin's** longest-running businesses. Covering almost a whole block, the business is located on a main thoroughfare between Mauldin and Greenville. Just passing by you would think this location is a major chain or corporate location, but **Kellett's Korner** is family-owned.

Step inside and you will find out why this family-owned business has been around for more than 50 years. They have over 30 full-time employees who run the convenience store, restaurant, full service maintenance shop and the fuel oil business. The family atmosphere is evident in the way customers and employees are treated.

This location is not only a great lottery retailer, having been ranked in the area's top ten retailers since the Lottery started, but is also a great neighbor. Their support of the local food bank, recreation leagues and schools in the area has made a difference in the City of Mauldin.

One of the favorite sayings around **Kellett's Korner** is: "If we closed today, would anyone



Lynn, Laura, and Patricia are always ready with a smile for lottery players.

miss us?" The answer is "yes!" The location just underwent a major renovation and is here to stay. The Kellett family has already "Imagined the Possibilities" and continues to provide excellent customer service in all levels of this family-owned success story.

Thanks to all the Kellett family and employees for letting the SCEL Family be a part of your family.

Selling Points

"Because of our service, a customer that leaves today will be back tomorrow."

- Robbie Kellett
Kellett's Korner



Selling a \$50,000 winning Powerball® ticket is good for business. Just ask Dharendra and Bhaivne Patel of **Corner Stop** in **Rock Hill**. The location also received a \$500 retailer commission.



Pitt Stop #13 in **Columbia** sold a Palmetto Cash 5 ticket worth \$100,000. Pictured are Jim Braun and Allyson JaCoby with the winner's poster. Way to go Pitt Stop!



Manager Eleanor Benenhaley and April Hodge represent **Kangaroo #3417** in **Sumter**. The location sold a Giant Jumbo Bucks ticket worth \$75,000.

ASK FOR THE SALE! Players might buy all four holiday games.

Beginning October 26, you and your players can get into the winning spirit of the season with four fabulous games from the South Carolina Education Lottery.

By Christine Green, Product Manager

\$1 Holiday Surprise! - match three like amounts within the colorful ornaments for the chance to win prizes from \$1 up to \$1,000!

\$2 Mint Money - follow the mint money tree for the chance to win prizes from \$2 up to \$20,000!

\$5 Winter Bucks - players have 12 chances to win prizes from \$5 up to \$100,000 on this striking red and white ticket!

\$10 Greetings of Green - greet the season with this festive holiday ticket offering players a chance to win up to 20 times with prizes from \$10 up to \$200,000!

Be on the lookout for the launch of **Holiday Cash Add-A-Play!**



Give a little jingle!
Instant Games make great holiday gifts!

Holiday Sales Tips

Always have the holiday games stocked and visible to potential customers. Holiday tickets are some of the most eye-catching, so having them positioned where players can see them will attract sales.

Remind customers that holiday lottery tickets make excellent stocking stuffers and gifts. This year's games include "To:" and "From:" boxes to make them easy to give - no gift wrap required! Ask players if they'd like to buy the entire set of holiday games. If you ASK FOR THE SALE, players might buy all four holiday games instead of just one!

Have a happy and healthy holiday season!



Holiday CLOSINGS

NOVEMBER

Tues., Nov. 2: NO TICKET SALES OR VALIDATIONS ALLOWED ON NOV. 2, DUE TO THE GENERAL ELECTION. All machines will be off-line from 12:01 a.m. to 11:59 p.m. on Tues., Nov. 2. South Carolina law prohibits the sale of all lottery products, both instant and online games, on statewide election days. Drawings will be held as scheduled.

Thurs., Nov. 11: SCEL offices will be closed to observe the Veterans Day holiday. Retailers will NOT be able to order tickets. Tickets ordered BEFORE 5 p.m. on Wed., Nov. 10, will be delivered on Thurs., Nov. 11. Drawings will be held as scheduled. Remember to order early.

Thurs. & Fri., Nov. 25 & 26: SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered BEFORE 5 p.m. on Tues., Nov. 23, will be delivered on Wed., Nov. 24. Tickets ordered on Wed., Nov. 24, will be delivered on Mon., Nov. 29. STOCK UP EARLY for the holiday weekend.

DECEMBER:

Fri., Dec. 24: SCEL will be closed to observe the Christmas Eve holiday. Tickets must be ordered BEFORE 5 p.m. on Thurs., Dec. 23, for delivery on Fri., Dec. 24. STOCK UP EARLY for the holidays.

Sat., Dec. 25: No midday drawings will be held on Christmas Day. The Saturday evening Pick 3, Pick 4, Palmetto Cash 5 and Powerball® drawings will be held Christmas night. Retailers will NOT be able to order tickets. Our delivery partners will be closed.

Mon., Dec. 27: SCEL will be closed to observe the Christmas holiday. Retailers will NOT be able to order tickets.

Tues., Dec. 28: SCEL will be closed to observe the day after Christmas holiday. Retailers will NOT be able to order tickets.

Wed., Dec. 29: SCEL will be open. Tickets must be ordered BEFORE 5 p.m. on Wed., Dec. 29, for delivery on Thurs., Dec. 30.

Thurs. & Fri., Dec. 30 & 31: SCEL will be open, but our delivery partner will be closed on Fri., Dec. 31. Tickets ordered on Thurs., Dec. 30 and Fri., Dec. 31 will be delivered on Mon., Jan. 3, 2011, as our delivery partners will be closed New Year's Eve and Day. Drawings will be held as scheduled.



By Stephanie Hemminghaus, Media Relations Manager

Final Millionaire Raffle Results Coming Your Way.

Your customers are anxiously awaiting the outcome of the **Millionaire Raffle**. The final drawing is scheduled for Tuesday, November 16 and **winning results will be available the day after the drawing.**

Players will be coming to you to find out if their raffle tickets are winners. We appreciate your taking the time to check their tickets.

For the final drawing in which 724 numbers will be drawn, only the top 24 numbers can be printed from the terminal "Raffle Winning Numbers" report. The 700 numbers drawn to win \$500 will NOT be on the terminal list. Remember, you must scan and pay out the \$500 winners at your store! Players have several options for checking their tickets: 1) use a ticket checker at a lottery retailer; 2) have their ticket scanned by a staff member at a lottery retailer; or 3) check their numbers online at SCEducationLottery.com. A complete listing of Millionaire Raffle winning numbers will be available on the Lottery's website.

Who will be SCEL's next two millionaires? Who will win two (2) \$100,000 prizes? Twenty (20) lucky players will each win \$10,000 and 700 entries will be drawn for \$500 prizes! It's an exciting time for your location!

CASH BONANZA BONUS WINNERS ANNOUNCED

By Stephanie Hemminghaus
Media Relations Manager

Congratulations to the Cash Bonanza Bonus Second-Chance Drawing winners! Charlie Jackson of Dillon won \$1 MILLION! Frances Vaughn of Camden, Andrea Martin of Seneca, Phillip Spradling of Greer, Evelyn Hill of Clinton and Michael Carcione of Myrtle Beach each won \$50,000! And 100 players each won \$1,000!

Approximately 768,000 entries were received making Cash Bonanza Bonus one of the Lottery's most successful promotions ever! Thank you for your support!



Charlie Jackson
Dillon, SC
\$1 MILLION
Cash Bonanza Bonus
Second-Chance
Drawing Winner

UNDERAGE SALES BRING CONSEQUENCES FOR THE MINOR

By ViVi Simons, Publications Manager

The purchase of a lottery ticket by a minor is a misdemeanor. Upon conviction, the minor must be fined between \$25 and \$100 or perform 20 hours of community service.

When a youthful customer approaches your counter and asks for a lottery ticket, know very clearly that you would not be doing the minor any favors by complying. S.C. law states: "A person under eighteen years of age who knowingly purchases a lottery game ticket is guilty of a misdemeanor and, upon conviction, must perform twenty hours of community service or must be fined not less than twenty-five dollars and not more than one hundred dollars."

If you are suspicious concerning the age of a player, ask for photo identification. A player must have been born on the current date or earlier in 1992 to be eighteen years of age.

NOTE: The age verification date is supplied in a black box in the upper left corner on the front screen of the lottery terminal.



WE HOPE TO SEE YOU AT THE NOVEMBER RETAILER RALLIES

| City: | Date: |
|--------------|------------------------|
| Aiken | Tuesday, November 9 |
| Columbia | Wednesday, November 10 |
| Myrtle Beach | Tuesday, November 30 |

WINNERS' board



\$10,000

Ric Flair™
Woooooo!™



Emmaneul Eaddy – Salters

Purchased from Sam
Quick Stop – Kingtree

\$1,000

Cool Cash
Times 5

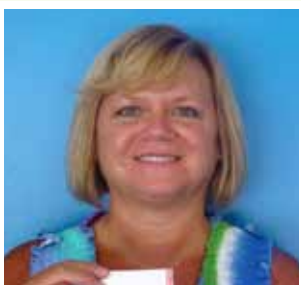


John Carver – Seneca

Purchased from
Countryside II – Westminster

\$600

Mega Millions®



Melissa Waters – Gilbert

Purchased from
Pik-N-Go #2 – Gilbert

\$602

Palmetto Cash 5



Michael Pendleton – Mt. Pleasant

Purchased from Kangaroo
Express #873 – Mt. Pleasant

\$2,700

Pick 4



Jessica Jones – Charlotte, NC

Purchased from Spot Food
@ Pickney #2 – Chester

\$50,000

Powerball®



Scott Cooper – Goose Creek

Purchased from Hess
Mart #40206 – Goose Creek

UPCOMING games

The following games are scheduled to launch Tuesday, November 16, 2010:



Launch dates and tickets are subject to change as necessary.
Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Tuesday, November 2: Last day to redeem Emerald Green 7's (#386).

Tuesday, November 9: Last day to redeem \$20,000 Taxes Paid (#385).

Wednesday, November 10: Last day to sell W000000!™ (#398).

Friday, November 12: Last day to return Wheel of Fortune® (#380).

Wednesday, November 17: Last day to sell Cash Fiesta (#394).

Tuesday, November 23: Last day to redeem Go for the Gold (#383).

Wednesday, November 24: Last day to sell Carolina Riches 7th Anniversary (#384).

Tuesday, November 30: Last day to redeem Cool Cash Times 5 (#373), Cash Spectacular (#392) and Cherry Twist (#395).

ENDING games*

Please start selling down the following:

SC-398 W000000!™

Last day to sell:
Wednesday, November 10, 2010

Last day to return:
Friday, December 10, 2010

Last day to redeem:
Tuesday, February 8, 2011

SC-394 Cash Fiesta

Last day to sell:
Wednesday, November 17, 2010

Last day to return:
Friday, December 17, 2010

Last day to redeem:
Tuesday, February 15, 2011

SC-384 Carolina Riches 7th Anniversary

Last day to sell:
Wednesday, November 24, 2010

Last day to return:
Monday, December 27, 2010

Last day to redeem:
Tuesday, February 22, 2011

* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

Ending game dates are current as of Tuesday, September 28, 2010.